



Yuxuan Lei (Leona)

(415)-645-3998
leonalei0921@gmail.com
San Francisco
Mandarin/English
LinkedIn: Yuxuan Lei
Portfolio: leonaleidesign.com

Professional Expertise

Industrial Design
UI/UX Design
Web Design
XR (VR/AR/MR) Design
Graphic Design
Branding
Marketing

Technical Skills

3D Design & Prototyping

SolidWorks
Rhino
Keyshot
Blender
Unity (AR/VR/MR)
Rapid Prototyping
Model Making
3D Printing
Laser Cutting

2D Design & Creative Tools

Figma
Photoshop
Illustrator
InDesign
Premiere Pro
After Effects

Marketing

Market Research
User Research
Marketing Planning
Social Media Management
Branding
Advertising Photography
Advertising Filming

Key Strengths

Quick Learning
Adaptability
Problem-Solving
Team Collaboration
Attention to Detail
Creativity

WORK EXPERIENCE

UI/UX Design Intern Intelling Media Corp

08/2023 - 12/2023, 12/2024 - Present

- Implemented user-facing UX and IxD elements to enhance the engaging user experience of a novel video platform.
- Produced on-screen experiences, storyboards, and video content, contributing to the company's success in attracting investment.

Freelance Visual Designer Self-employed

07/2024 - Present

- Designed and produced a K-8 school's publication, delivering graphics and layouts that resonate with their branding.
- Created marketing materials and managed social media to promote a startup's services, increasing visibility, audience growth, and customer acquisition.
- Designed the logo and branding for a global entrepreneur community company, enhancing brand recognition and international appeal.

Graduate Teaching Assistant (XR Design) California College of the Arts

01/2023 - 05/2023

- Provided critique and feedback on students' projects.
- Assisted professor in creating Unity teaching tutorials and demos.
- Resolved technical Unity issues for students.
- Developed basic C# scripts.

TikTok Product Intern Beijing ByteDance Ltd.

10/2020 - 03/2021

- Developed the TikTok's Teenager Mode, balanced the platform's functionality, safety, and appeal for teenage users and driving traffic to the company's educational products.
- Conducted comprehensive user research to inform feature development, leading to actionable insights documented in a detailed User Report.
- Designed the user interface for a teenager-focused in-app mini program, ensuring a seamless and engaging user experience.

Freelance Graphic Designer Self-employed

05/2019 - 12/2019

- Developed brand identity for a startup tech company aligned with their vision and goals.
- Designed visual materials for the NetEase News app to enhance user engagement.
- Created promotional materials for various social events, increasing visibility and successfully attracting sponsorships.

EDUCATION

Industrial Design, MFA California College of the Arts (CCA)

09/2021 - 05/2024

Advertising, BFA Communication University of China (CUC)

09/2017 - 06/2021

OTHER EXPERIENCE

Executive chairman CUC Alumni Association

09/2018 - 10/2020

- Managed a team of 80+ people responsible for event planning and execution.
- Led the creation of visual materials including posters, magazines and other promotional assets.
- Managed social media channels, boosted event participation and visibility.

Brand Design & Marketing Planning Project for a conceptual tea product of Wahaha

02/2019 - 07/2019

- Won Second Prize in the National Advertising Art Design Competition for College Students

Public Welfare Remote Education System for Rural Schools in China

09/2017 - 05/2019

- Won the Third Prize in the Innovation and Entrepreneurship Competition for College